

# Communication

## Introduction and Process

Dr. J. Prerana

Second year PG

Department of

Hospital Administration

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# Introduction

- Communis (Latin) = Common
- Comunicare (Latin) means to impart, to share or to make common
- Communication is imparting a common idea or understanding
- It is a mutual exchange of facts, thoughts or perceptions leading to a common understanding of all parties.

# Types of communication

- Oral / verbal communication
- Written communication
- Non verbal communication
  - Body language
  - Gestures
  - Facial expressions
  - Spatial relationship

# Oral communication

- Oral communication is by word of mouth
- It includes face-to-face communication, telephonic conversation, video, radio, television, voice over internet.
- Communication is influenced by pitch, volume, speed and clarity of speaking.

Advantages – Opportunity to ask questions, it brings quick feedback.

Disadvantages – more likely to be misunderstood than written words, inappropriate for lengthy communications, inadequate where performance of form is required as in case of policies and rules.

# Written communication

- Written signs or symbols are used to communicate.
- Message can be transmitted via email, letter, report, memo etc.
- It is most common form of communication being used in organisations.
- In hospitals – case sheets, consent, requisition, prescription

Advantages – less likely to be misunderstood, readily available for future references, can be used to provide tangible evidence of what has occurred or what was stated.

Disadvantages – Written communication does not bring instant feedback. It takes more time in composing a written message as compared to word-of-mouth.

# Nonverbal communication

- Nonverbal communication is the sending or receiving of wordless messages.
- Nonverbal communication have the following three elements –
  - Appearance: clothing, hairstyle, neatness
  - Body Language: facial expressions, gestures, postures
  - Para linguistics: Voice quality, Volume, rate, pitch

## Other types – Intra / Interpersonal communication

- Intrapersonal communication is within an individual.
- Interpersonal communication is the communication between two people but can involve more in informal conversations.
- Example - A patient and a doctor discussing a treatment.



# Group communication

- Small Group communication is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organisation.
- One-to-group communication involves a speaker who seeks to inform, persuade or motivate an audience.

# Mass communication

- Mass communication is the electronic or print transmission of messages to the general public.
- Outlets called mass media include things like radio, television, film, and printed materials designed to reach large audiences.
- Feedback is generally delayed with mass communication.

# Communication process

- Communicator / Sender

The person who intends to convey the message with the intention of passing information and ideas to others.

- Ideas

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

- Encoding

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

- Channel of Communication

Communicator has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

## Contd..

- Communicatee / Receiver

The person who receives the message or for whom the message is meant for. It is he who tries to understand the message in the best possible manner in achieving the desired objectives.

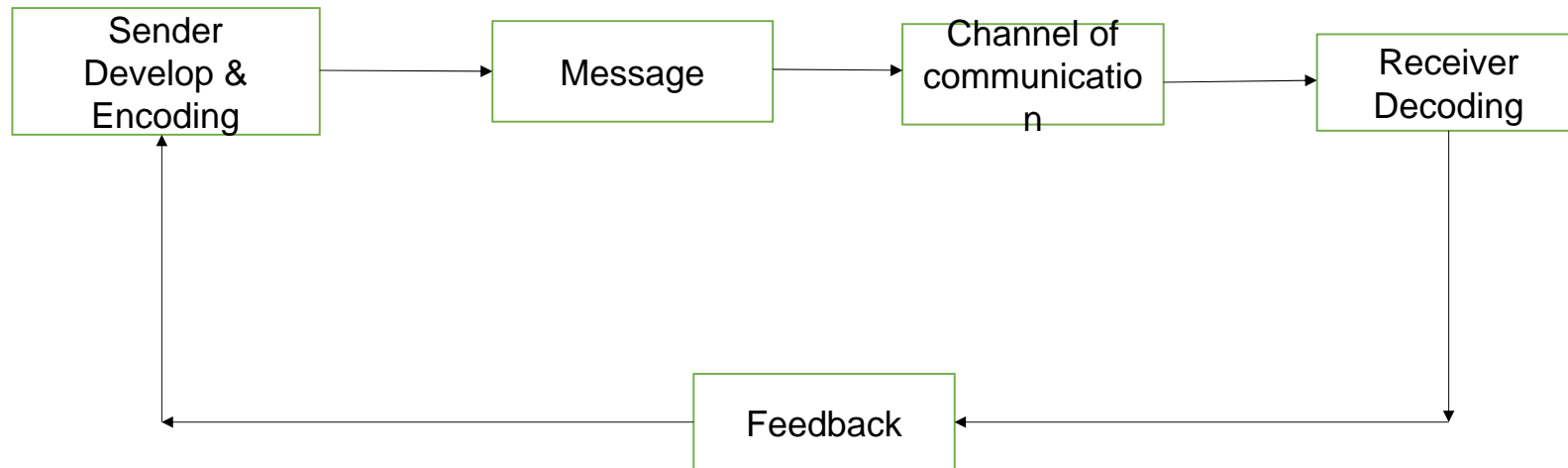
- Decoding

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

- Feedback

Feedback is the process of ensuring that the communicatee has received the message and understood in the same sense as communicator meant it.

# Elements and Process



# 7c's of effective communication

## 1. Clarity

- Use of exact, appropriate and concrete words to emphasize on the specific message or goal at a time, rather than to indulge into too much at once. It is of utmost importance and refers to a definite purpose of communication

## 2. Comprehensive

- Little knowledge is dangerous. So, it is vital to include facts and background information in order to support the message while communicating.

- Comprehensiveness helps making better decisions by the receivers of message as they get all desired and crucial information. It leaves no question in the receivers mind.

### 3. Conciseness

- Brief and short pieces of information ensure quick, easy and effective communication. It is more appealing and comprehensible to the audience. However, it is important to keep in mind the receiver's knowledge of the subject.

### 4. Concreteness

- Concreteness refers to the message that supports facts and figures instead of giving fuzzy or general information. Concreteness increases the confidence and avoids misinterpretation.

## 5. Courtesy

- Courtesy refers to the expression of the sender and the respect of the receiver. A message from a sincerely polite, judicious and enthusiastic sender produces courteous communication which has greater impact on audience.

## 6. Correctness

- Right and timely communication must occur in an organisation all the time. Double checking all information ensures correctness of the information. Exact, correct and well timed message strengthens confidence level and enhances effective communication between the sender and the receiver.



## 7. Coherence

- Logic and rationale is necessary while communicating. Delicate balance in the message produces effective communication. Sound and consistent communication boosts outcome.

# Organisational communication – Functions

- Inform
- Instruct
- Sharing of information
- Motivating employee
- Leading the Organisation
- Control
- Management

# Contd..

## Communications through Formal Channels.

- Follows organisational structure and the lines of authority & responsibility
- Could be unidirectional or multidirectional
- Upward, downward, sideways or diagonal

## Communications through Informal Groups - 'Grapevine'

# Grapevine

Grapevine is the communication system of informal organization usually occurring in informal gatherings, sit outs, etc.

## Causes of grapevine

- Excitement & Insecurity
- Involvement of Friends & Associates
- Recent Information
- Personality of Communicators
- Situational or Social needs

## Contd..

Grapevine is faster and more acceptable to the employees.

Hence, should be used to get

- Feedback
- Interpret management thoughts to workers
- Pass information which is not desirable to be passed by formal channels

# Rumours

Rumour is a grapevine information without any strands of evidence. Generally it is incorrect, unverified and untrue part of grapevine.

How to fight rumours

- Listen to all rumours
- Apply efforts primarily to serious rumours
- Remove the cause
- Deal with rumours as early as possible
- Provide facts through reliable sources
- Refrain from repeating the rumour while refuting it
- Ignore innocuous rumours

# Barriers of communication

- Physical barriers
- Perceptual barriers
- Emotional barriers
- Cultural barriers
- Language and semantic barriers
- Interpersonal barriers
- Psychological Barriers
- Status
- Premature Evaluation
- Resistance To Change

# Overcoming Barriers

- Paying attention
- Active listening
- Open mind
- Overcoming prejudicial judgment & emotional constraints
- Choosing right media
- Overcoming noise barrier
- Simplify organisation structure



# Conclusion

- Communication in any organisation is vital to its functioning and enhancement of productivity.
- While effective communication in a properly structured way will yield positive results, a negative or miscommunication maybe disastrous.
- Leaders should continuously endeavour to improve effective communication skills in their team members in order to achieve high quality goals.

THANK YOU

Whilst one hears with the ears, one  
listens with the mind